

AZ K of C Charity Raffle Sales Tips

Here are some tips on selling raffle tickets. **Pick one or two** you feel comfortable with and try them. This list was compiled by Knights that used these techniques when they sell Charity Raffle tickets.

1. Always have tickets and a pen with you in the car or pocket. **Be prepared.**
2. Put the tickets where people can see them. In some cases, they will sell themselves, other times you need to ask them to buy a ticket.
3. Ask friends that are members of your parish to buy their Charity Raffle tickets from you.
4. Ask your spouse and other older family members to help you sell tickets.
5. When you do a favor for someone, ask them to buy tickets in return.
6. Ask your out-of-town guests that stay with you to buy a book of tickets.
7. Ask your friends to buy a book of tickets to support the charity.
8. When someone asks, the price tell them a book \$20 and gives you an extra ticket, for \$100, we will give you an extra book. Let them decide how many they want. Pushing \$100 sales on everyone is counter-productive most of the time. If they do not say yes, tell them a single ticket is \$5. But make sure they know the options.
9. Sell to those who sell things to you or provide you with services. Contact people whom you know that also sell tickets, Parents of girls who sell Girl Scout cookies, etc. and ask them to buy a book of tickets from you.
10. Ask members of your card club, golf friends, dinner friends to buy tickets.
11. Start your sales pitch by asking them to support the charity. [This is often an easier sale.] Remind them that \$2.50 of every ticket sold stays with [name of council charity] or \$10 of every book goes to our local charity. Tell them your charity that gets the money.
12. Send email to family and friends back home and ask them to support your charity. Have them send a check, any \$5 denomination, you will fill out the tickets and send email with the numbers.
13. Set a goal of how many tickets you will sell to help your council reach their goal.
14. Help your council sell tickets a Knight events or after Masses.
15. Add your own idea.

Note: 50% of all sales go to local charity. 50% of the sales goes to the State Council to pay for the prizes, printing and council incentives. The balance goes for diocese projects like the Men's Conference, Special Olympics, and Rosary Sunday to name only three. 93% of all money raised goes to 501c3 charities at the local and state level. When a person buys a book of tickets, have them fill out the top ticket, give them all the receipts and you or another Brother Knight fill out the other four tickets with their information. We announce winning ticket numbers on the State Web site.

BE EXCITED WHEN SELLING THE CHARITY RAFFLE TICKETS!

BE POSITIVE WHEN SELLING THE CHARITY RAFFLE TICKETS!

HAVE FUN

Put your raffle chairman's name and contact information on the footer and give this document to your council members or put it in your newsletter!